

MICHIGAN E-WASTE TAKE-BACK PROGRAM SUMMARY 2013



Successes and Challenges: The Michigan Electronics
Take-Back Program

Webinar Set Up

- **All lines will be muted**
- **Questions can be sent to us via the question/chat box**
- **We will record webinar and post online**

MICHIGAN E-WASTE TAKE-BACK PROGRAM SUMMARY 2013

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Successes and Challenges: The Michigan Electronics
Take-Back Program

Agenda

- Successes of E-Waste Program
 - ▣ Compliance rate
 - ▣ Drop-off locations
 - ▣ Weight collected
- Challenges facing E-Waste Program
 - ▣ Registration issues
 - ▣ Program issues
- Future Direction of E-Waste Program
 - ▣ Possible changes for E-Waste Program
 - ▣ Registration changes for 2014

Successes of Take-Back Programs



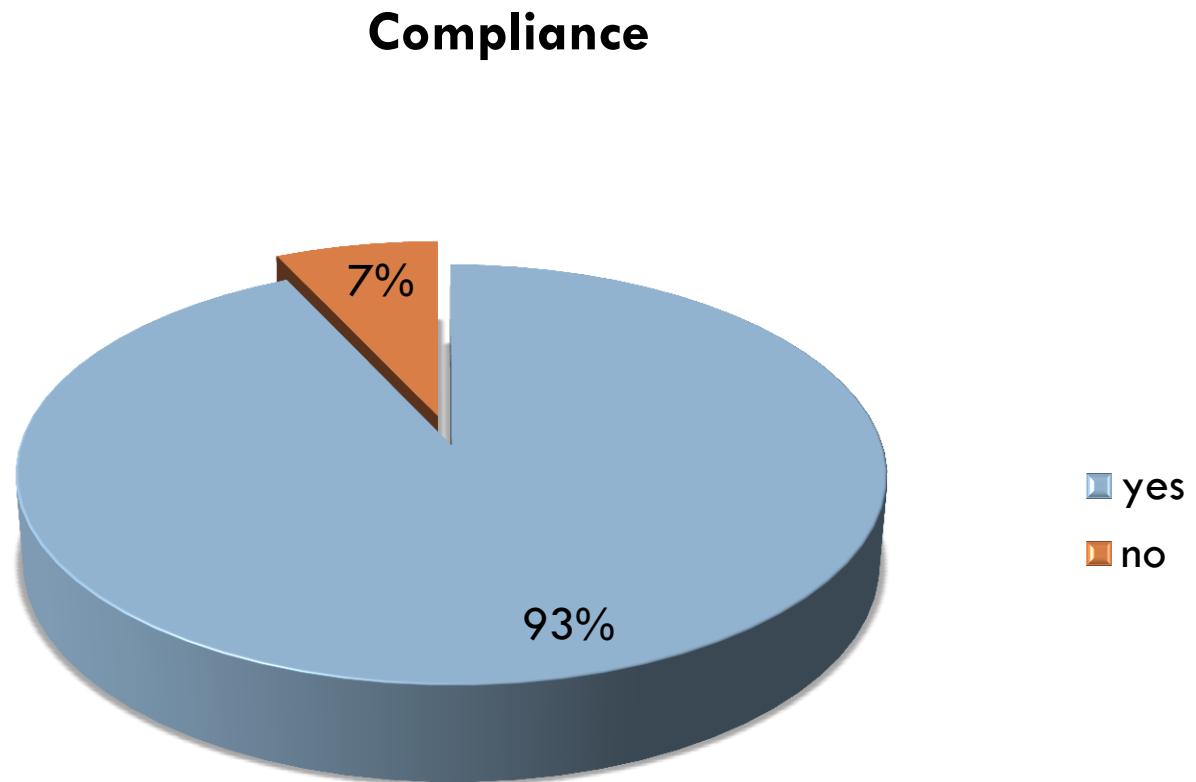
In the three full years Michigan has had an Electronic Take-back Program, the program has shown increased levels of covered device recycling each year.

We measure the success of the program through compliance with regulations, volume of e-waste collected, and availability of recycling opportunities for the consumer.

2012 Compliance

93% of registered manufacturer take-back programs are in basic compliance with Michigan's regulations.

(Based on 2013 Registration)



Drop-Off Locations

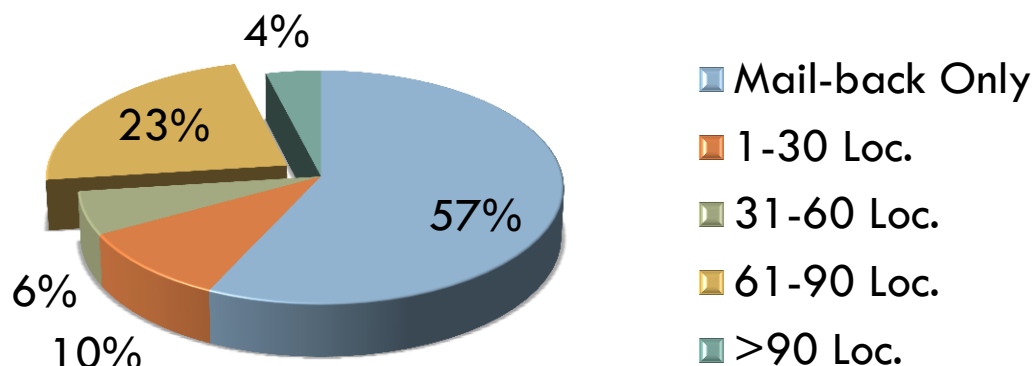
Currently 302 locations in Michigan accept E-waste from consumers.

90% of those locations are affiliated with one or more manufacturer programs.

For those programs with drop-off locations, 27% report having 61 or greater affiliated locations

A majority of programs (57%) utilize only mail-back programs.

Affiliated Drop-off Locations



Weight Collected

Over 13,700 Tons were reported as collected by 68 Manufacturers in FY 2012.

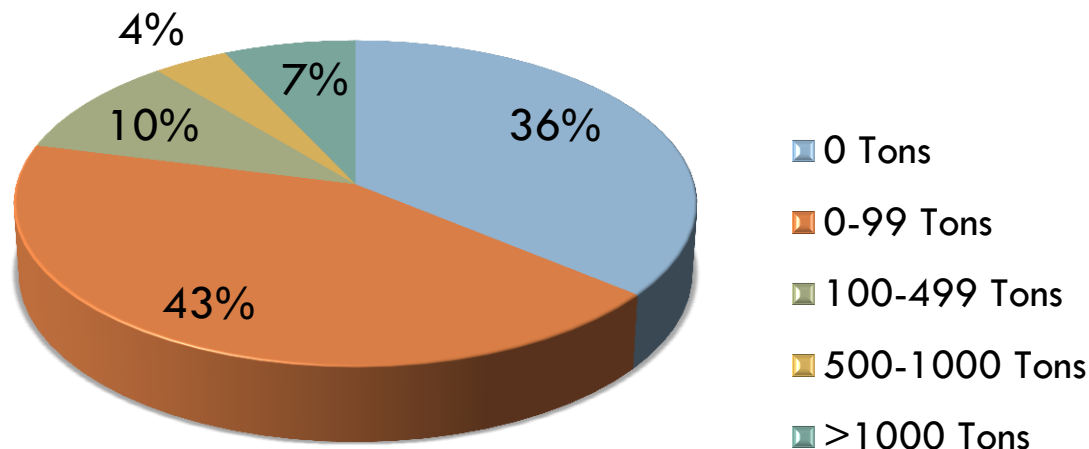
79% reported less than 100 tons collected.

Nearly 2/3rds reported collecting less than 25 tons.

36% reported NO collection of any of CEDs.

Mail-back only programs collected 0.3% of total weight (82,600lbs).

Tons Collected



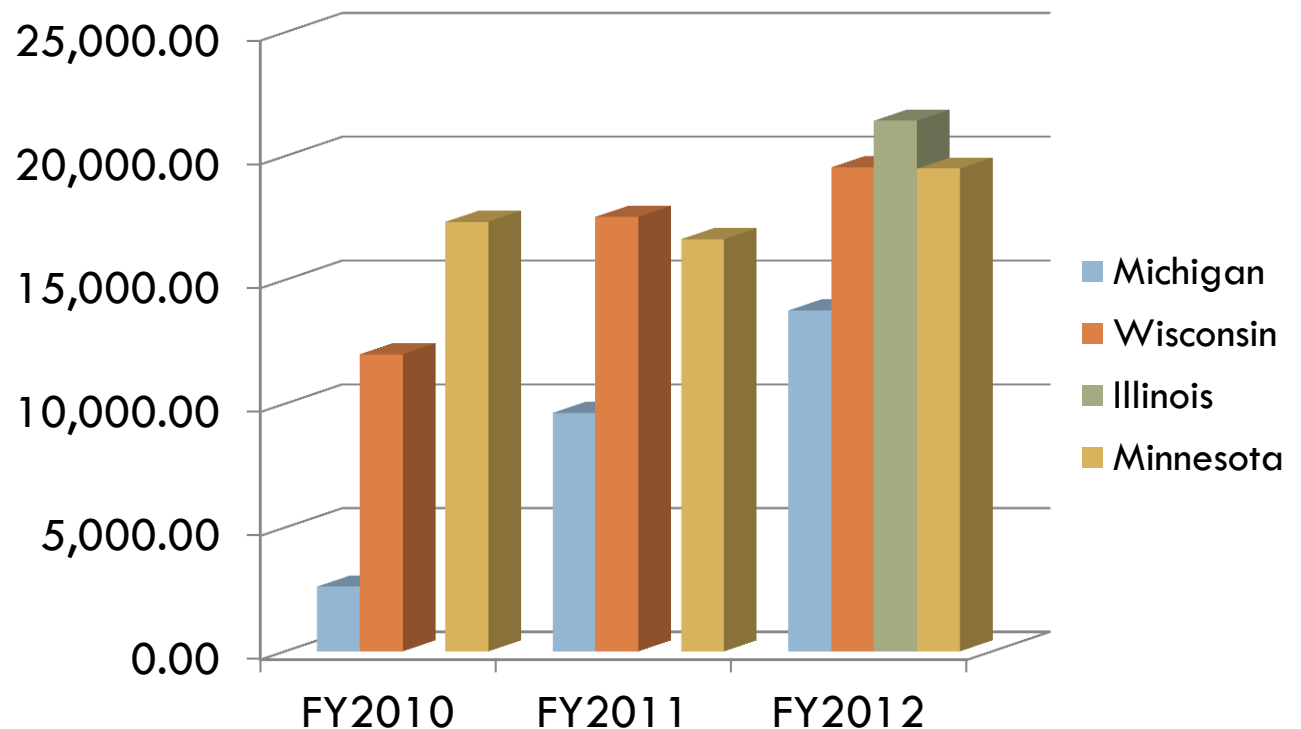
Historical Collection

Collection has been steadily increasing each program year

Michigan still trails significantly behind neighboring states.

Note: FY2010 was a shortened year of collection since the program didn't take effect until April 2010

Collection in Tons

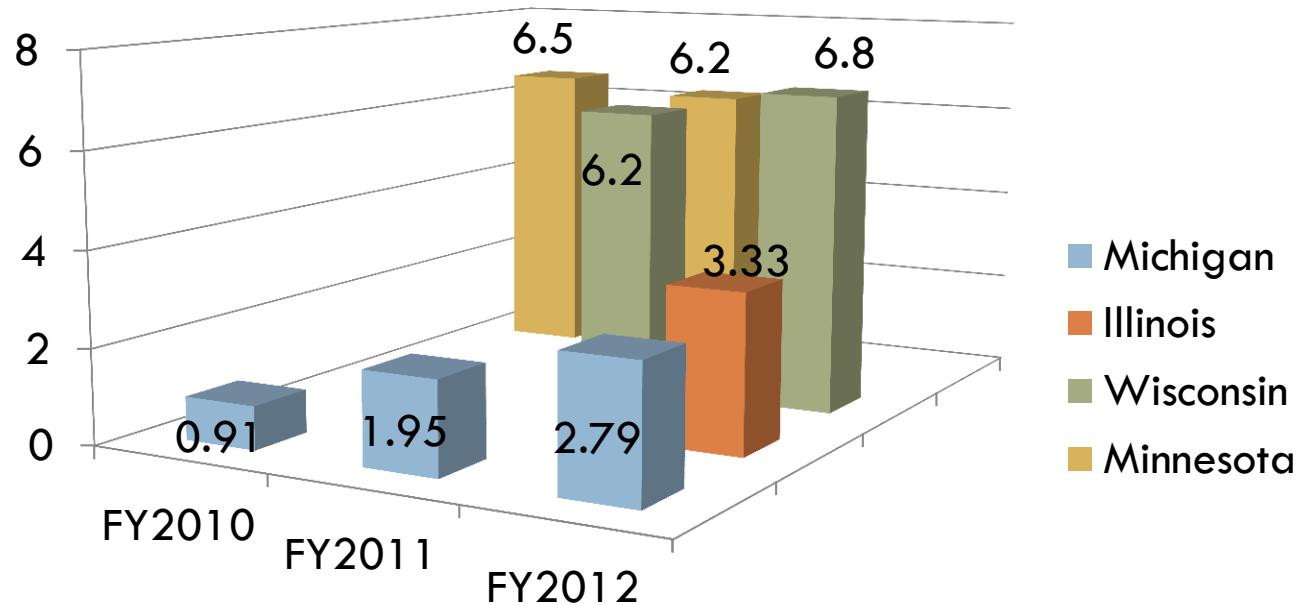


Per Capita Collection

While Michigan per capita collection has continued to increase, our neighbors outperform us.

Illinois program first year had higher per capita collection

Per Capita Collection (lbs./person)



Program Challenges

- Despite the successes there are still several ongoing challenges.
 - ▣ Registration errors, filing delays and follow-ups
 - ▣ Limited consumer education & ease of use
 - ▣ Convenience: collection locations
 - ▣ Large portion of companies rely solely on mail-back programs
 - ▣ Lack of updates to registration information- Recyclers

Registration Accuracy

- 51% of submitted registration applications included errors
- Common registration errors include:
 - ▣ Unchecked boxes or missing information (ex. FOIA info) on application
 - ▣ Payment not included with application
 - ▣ Incorrect program selection – Computer vs. VDD
 - ▣ Using out-of-date registration application
- Inaccurate registration applications start lengthy delays in approval:
 - ▣ Some incomplete registrations took 60+ days to resolve
- Registration errors cause ongoing compliance issues.

Registration Accuracy

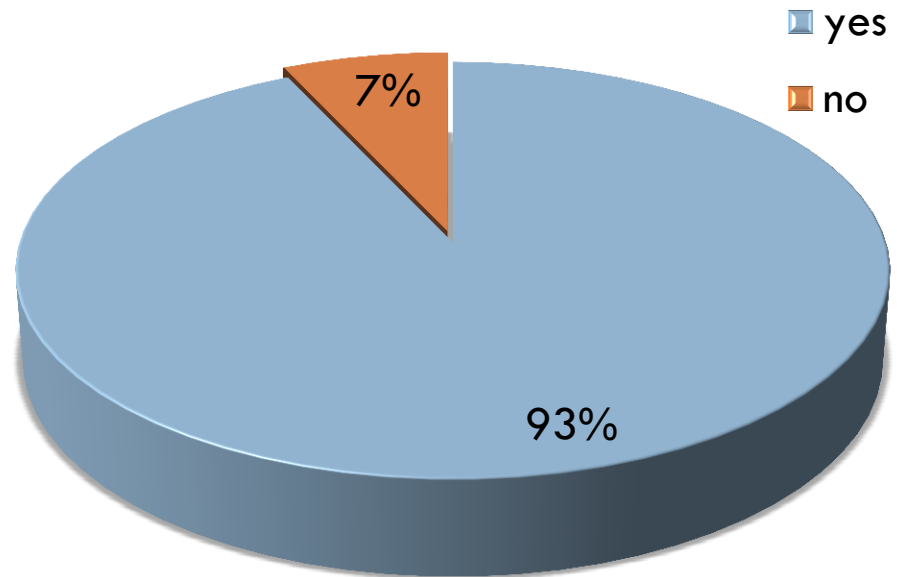
- **Suggested fixes to avoid application errors.**
 - ▣ Do not leave any portion of application incomplete or empty, if it doesn't apply, make sure that the application reflects that information
 - Use N/A or use "0"
 - ▣ Use the current registration application form even if the form has not obviously been changed from the previous year
 - ▣ Submit registration fee with the form
 - ▣ Submit completed form with fee

Program Compliance

Primary Issues:

- 1) Video Display Device (VDD) manufacturers fail to accept all brands of VDDs.
- 2) Charging the consumer to utilize the take-back program.

Current Compliance Rate



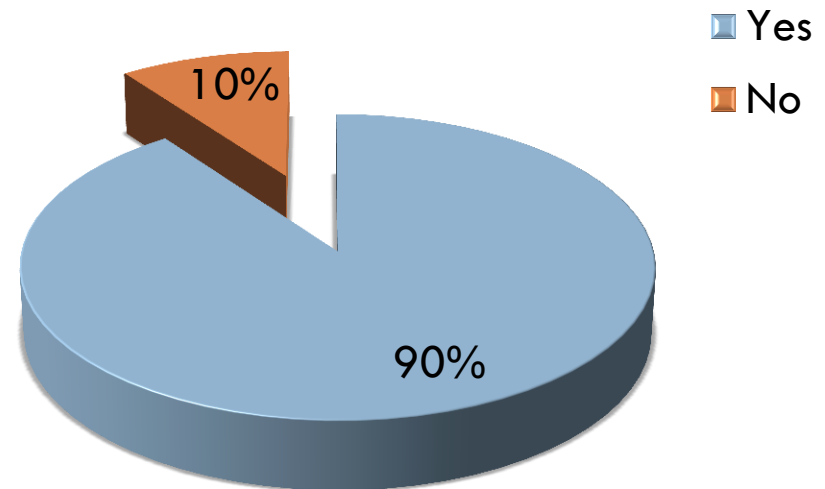
Consumer Ease of Use

Issues:

- Ease of access to website
- Nonfunctioning website
- Unlisted drop-off locations
- Locations that do not exist
- Listing locations outside

State of Michigan

Take Back Program is Clear and Easily Used



Convenience of Take-back in MI

- **Consumer convenience in Michigan depends largely on geographic location within the state and the specific manufacturer of the e-waste.**
 - ▣ Residents in lower third of state have significantly more access to drop-off locations
 - per capita inequalities in rural areas
 - ▣ Manufacturers who utilize drop-off locations provide a considerably higher level of convenience for consumers

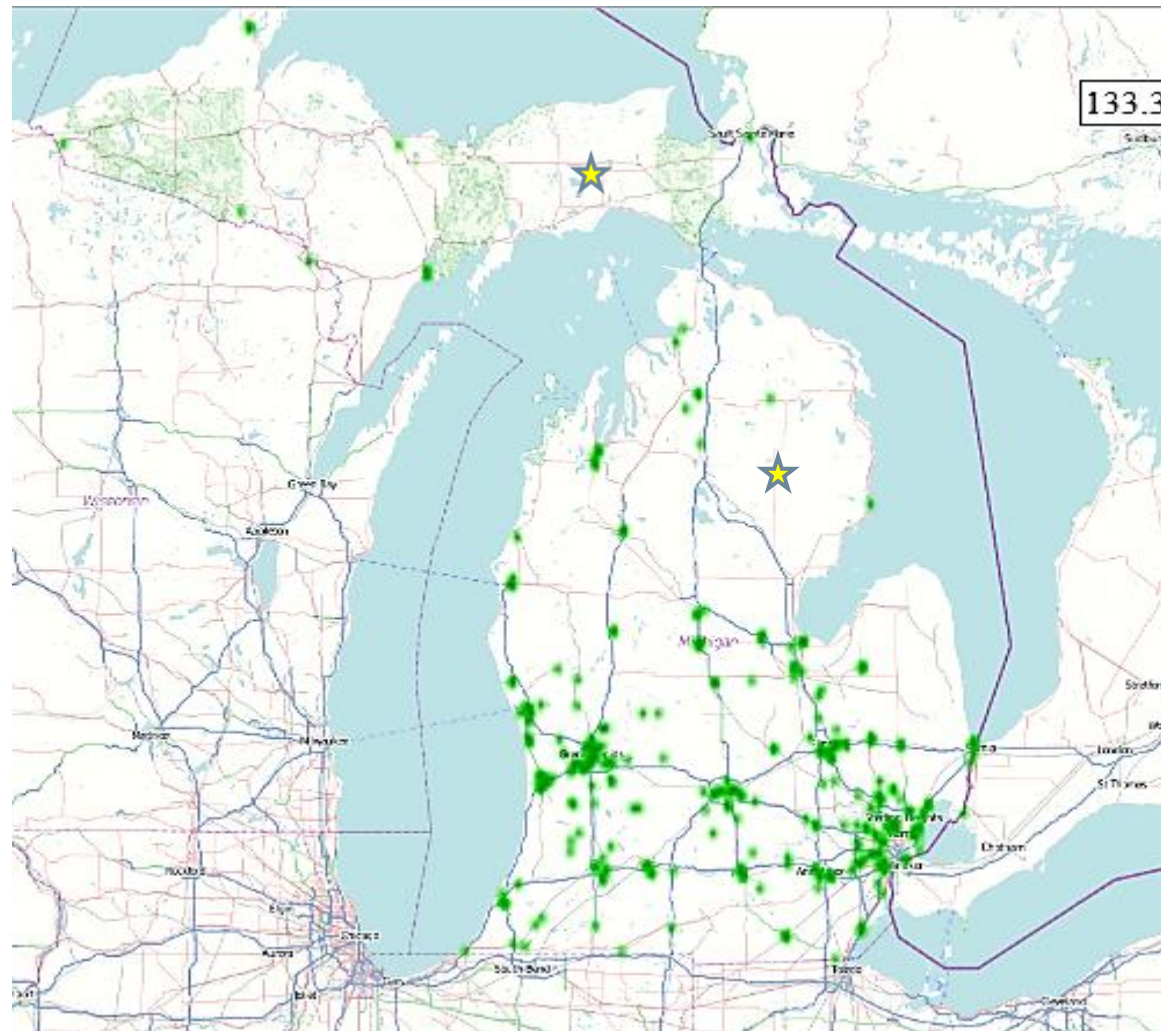
Urban vs. Rural Collection

- 272/302 manufacturer-affiliated collection sites within Michigan are located in urban areas in the southern third of the state
- Michigan Program requires reasonably convenient access designed to meet the needs of consumers
 - ▣ Upper Peninsula residents have less than five manufacturer affiliated locations for the entire Upper Peninsula
 - A resident in Newberry, MI would have to travel 140 miles round trip to recycle their E-waste
 - ▣ A resident in West Branch, MI would have to travel 130 miles round trip to recycle their E-waste

Regional Disparity in Accessibility

Green dots are distribution of identified E-waste recycling locations: Severe lack of availability to residents in northern Michigan.

Note: Green dots are ALL locations that accept E-waste, not just Manufacturer-affiliated locations



Mail-Back Options

- Mail-back only programs: significantly less effective than programs that utilize drop-off locations
- Mail-back programs generate only 0.3% by weight of all e-waste collected in Michigan in FY12
- Mail-back programs favor manufacturer convenience rather than consumer convenience
- 80% of Manufacturers reported zero e-waste collected under mail back programs
 - ▣ 20 programs rely solely on mail-back programs

Future Direction of MI Take-Back Program

- Establish defined expectations concerning convenient collection
 - ▣ Increase permanent rural collection locations.
 - ▣ Transparency in reporting and accuracy of information.
 - ▣ Transparency regarding affiliation of drop-off locations.
- Outreach and education
 - ▣ Active participation by manufacturers and retail partners.

Future Direction Continued

- Compliance assistance
 - ▣ Annual visits to registered recyclers
 - Recordkeeping emphasis.
 - ▣ Emphasis on unregistered recyclers
 - Visited seven active locations in three months summer 2013
- Simplify registration process
 - 2014 - Email registration with ACH payment option.
- Program/law updates
 - ▣ Stakeholder committee(s)
 - Recyclers and manufacturers

2014 Registration

- New registration option for 2014
 - ▣ Email registration form with ACH electronic payment.
 - Receipt date is the day that the form is received at DEQ mailbox
- OR
 - ▣ Print the form, complete it and mail it with a check
 - Receipt date is the date that the registration is checked in at the financial services office

Registration Form Changes for 2014

- **Changes in Manufacturers registration form:**
 - Website details (Q#8b)
 - Person responsible for the program (Q#9a)
 - Collection program locations (Q#12 & 14)
 - Number of locations
 - Identify collection location(s) and recyclers that the company has contractual or other agreements with under this program
 - Details on pounds collected – categories (Q#12b)
 - Mailback, collection days, retailers, etc

Registration Changes for 2014

□ **Recyclers Registration Application changes**

▣ Volume recycled (Q#7)

- VDD, Computers and total

▣ Volume not recycled but otherwise disposed (Q#8)

- Fiberboard cabinets, CRT glass, etc

SURVEY



- Email with a link to a survey. We do value your opinions so please take the time to complete the survey.

Special Acknowledgement



A special thank you to Matthew Wills and Emily Cook, our summer interns, who worked on pulling together the information included in this presentation.

CONTACT INFORMATION

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Q & A

If you have questions please submit them via the conference chat function. We will answer as many as we can in the time allowed.

